

	<p>Book: Strategic Thinking</p>
	<p>Authors: Simon Wootton Terry Horne</p>
	<p>Publisher: Koganpage</p>
	<p>Publication year: third edition 2015</p>
	<p>This book is an excellent, practical and concise approach to strategy. It is built up in a series of steps and a variety of approaches. The book builds on logical blocks of intelligence gathering, strategic capacity assessment, prediction-vision-option, decision, communication and implementation of strategy. What makes the book richer than many books is that it incorporates individual neuroscience, group's leadership and strategic thinking (creative, visual, predictive, critical, and reflective). The authors have provided a very rich bibliography (many of them of their own articles) and an online material accessible via a link through the website of the editor. The book is a guide with innumerable questions (not answers) that make its content transversally valid for marketing, innovation, management and business development. The book is concise and small, like a "livre de poche" which makes it an ideal companion for those engaged in the endeavor of change, innovation and knowledge generation (the three core actions of strategic thinking).</p>
<p>Some remarkable quotes.</p>	<ul style="list-style-type: none"> - "Numerical thinking is at the root of logic, reasoning, argument and proof". - "Prediction is a combination of other more basic thinking skills." - "Critical thinking uses deductive and inductive logic to assess the believability of information, the reasonableness of inferences and the practicality of actions. Critical thinking skills can empower people..." - "In creative thinking, quantity improves quality." - "Negotiation is not persuasion". - "The past is a prison of knowledge enchained, new knowledge needs incubation, information immersion". - "The greatest waste in the world is the difference between what we are and what we could become (Ben Heberster)..... strategic thinking can end that difference".
<p>Lessons and inspiration.</p>	<p>Pasteur stated that: "luck favours the prepared mind" Thinking visually is more important than knowledge (Albert Einstein). "The underlying principles of strategy are enduring, regardless of technology or the pace of change" (Michael Porter) "We must beware of needless innovation, especially when guided by logic" Winston Churchill "Strategy without leadership goes nowhere. Leadership without strategy has nowhere to go" C.L. Harshman</p>